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# ForbesBooks

REVIEW



FOUNDER AND  
CEO OF DAKOTA  
**GUI COSTIN**

"THE CONTENT ECONOMY  
ISN'T THE DISTANT  
FUTURE—IT'S ALREADY  
HAPPENED."

## THE DEMANDS OF A NEW GENERATION

DISCOVER WHAT THE MILLENNIAL CONTENT ECONOMY MEANS FOR  
ENGAGING WITH PROSPECTS, COMMUNICATING VALUE AND  
EARNING THE AFFINITY OF A \$24 TRILLION-DOLLAR GENERATION.